
THE BRIGHT IDEAS

BUILDING THE FUTURE OF FARMING

Rural depopulation may very well be the flipside of the urban success story but fortunately there are ways to make sure it does not leave city-dwellers bereft of fresh produce. One such response to the global trend of urbanization is *The Impact Farm*, designed by the Danish architects at Human Habitat to take advantage of under-utilized urban spaces for resource-efficient production of high quality greens. The idea is as simple as it is effective: a used shipping container packed with an assembly-kit of pre-made components is transformed into a two-storey vertical hydroponic farm that can be erected in only ten days. Welcome to the future of food production.
Humanhabitat.dk



FLOWER POWER

Edible flowers may not be a new culinary invention, but these days the trend is literally blooming in Nordic cuisine – from world-renowned Rene Redzepi's little magical landscapes of buds and petals to Kasmus Kofoed's ice desserts for Winterspring. This, the most recent endeavour for the young Bocuse d'Or winner and founder of Geranium, is something as accessible as an ice cream-to-go-concept served from the supermarket cold counter, but with the boldness and ambition of Kofoeds Michelin-starred past. Pick up your taste of rose, lavender, hibiscus, or lilac, which all work beautifully in desserts, or enjoy the gentle, peppery taste of nasturtium or the sweet and gently scented elderflower cordial, which is said to evoke memories of mild and breezy Nordic summer days.

Winterspringdesserts.com



ALGAE FOR EVERYONE

How about a taste of chlorella crisps or a cup of afternoon algae tea? Great design and a healthy lifestyle can easily go hand in hand, and the recent launch of a series of new supplements by Swedish algae farm Simris with packaging by the Stockholm-based design agency Snask serves to prove this. The exclusive jewel-coloured glass jars of the Simris Algae Omega-3 line offer a plant-based alternative to fish oil, while the Simris Select range features a selection of beneficial new snacks that gives the concept of comfort food a whole new meaning.

Simrisalq.se



COLOURS OF EQUALITY

Finland, Norway, and Denmark were among the first to give women the vote in the early 20th century, and in many aspects the Nordic region is considered one of the most progressive when it comes to both equal rights and challenging gender stereotypes. Sweden has even entered the new gender-neutral pronoun *hen* – a combination of *hon* (she) and *han* (he) – into its dictionary. Now, riding on the popular trend of colouring books for adults, sociologist Cecilie Nørgaard has brought together a group of notable Nordic artists – among them Elmgreen & Dragset, Bjørn Nørgaard, and Cathrine Raben Davidsen – to produce a series of illustrations reflecting on the diversity of alternative gender identities. Free your mind while keeping your hands busy filling in the empty spaces with your colours of choice.

Cecilienorgaard.com



THE NEW FACE OF CRAFT BEER

The interest in craft beers has been growing dramatically over the past ten years in the Nordic region, an area where big brands in each country more or less have monopolized the market. In response to this, microbreweries have been popping up everywhere. The organic Herslev Brewery opened near Roskilde Fjord in Denmark, and before that there was Mikkeller, which is now served in forty countries and synonymous with cutting edge brewing.

A new member of the microbrewery family is 0/0 Brewery in Sweden, and when they release new beers, they also innovate on the commercial end of things, selecting diverse artists to create labels and marketing design. Flowers, evergreen trees, and gemstones are the bold choices for the latest batch, conceived by Fredrik Åkum and Alexander Palmeståhl and the in-house creatives at 0/0 Brewery.

Cheers for the innovation!

0obrewing.com

TEXT MARIE MONRAD GRAUNBØL, ATHENA WISOTSKY & JULIE VITTO PHOTOGRAPHY ANDREA PONTOPIIDAN, DITTE ISAGER, STUDIO OLAFUR ELIASSON, CHRIS TONNESEN, ULF CELANDER, MATHIAS DAHLGREN, JONAS LINDSTROM, LINA EIDENBERG-ADAMO

PAPER PASSION

In a world of fast digital content, the slow art of illustration has taken a blow, and the once popular (and today costly) hand-drawn communication used on everything from books to billboards has been a rare guest in modern media. In recent years, however, this has changed, and especially in the Nordic region, there has been a re-discovery and new appreciation of the age-old analogue techniques, not as the ever-present face of advertising, but as a popular, non-elitist form of artistic expression. Celebrating the best young Danish illustrators in the business, the Copenhagen design studio Waaïtt recently published the must-read bible of contemporary illustration aptly titled *Danish Illustration*, complete with interviews and an abundance of imaginative, playful and often provocative works from the many local talents.

Danishillustration.dk



AU NATUREL

The latest buzzword in the beauty industry is freshness, and according to Danish Jasmi Bonnén you should start considering the shelf-life of your daily regimen as you would with your food. As founder of Danish *Nuori* (Finnish for young), she has introduced a small-batch, 100 per cent natural skincare range with no synthetic preservatives or other additives. Nuori offers six facial and five body products with a shelf-life of only 12 weeks guaranteeing the purity and nourishing qualities you would expect from the content of your fridge. New York based Danish design agency NR2154 is responsible for the sleek, understated packaging and its elegant lacquered glass bottles and airless pumps – get another great reason to go fresh.

Nuori.com



THE ART OF PLAY

Geared to open up a world of art to young eyes through play, The Art Playground at Ordrupgaard inaugurates the first of its interactive installations this spring. Be in the Weather by Danish-Icelandic artist Olafur Eliasson allows you to run freely through the fog produced by a large circular sculpture. Over the next three years, each new installation will be integrated into the natural surroundings, giving visitors a chance to dance between the jets in Danish Jeppe Hein's water pavilion, enjoy the view from Japanese Terunobu Fujimori's teahouse in the trees, or explore American Doug and Mike Starn's bamboo labyrinth. The exhibit in the museum's art park is free and open to the public – so come out and play!

Ordrupgaard.dk



QUIET, PLEASE!

Why hide sound and heat insulation when these necessities can contribute to a room's overall design as aesthetic features in their own right? This was the point of departure for Jonas Pettersson, John Löfgren, and Petrus Palmér of Swedish design studio Form Us With Love when they teamed up with entrepreneurs Johan Konnestam and Fredrik Franzon to take conventional architectural products and make them more visually appealing. The result is *Baux* – a collection of construction materials used for decorative wall features in homes, offices, and public spaces. The latest addition is a collection of colourful acoustic tiles made from wood wool – a mixture of wood, water, and cement – in patterns that resemble the scenic view from a train or car window while travelling at high speed through the Nordic landscape with its deep blues, dark greens, and earthy browns. The wood wool used to form the panels is manufactured with zero waste in the forests of Småland, Sweden, where local spruce trees supply the timber.

Baux.se

Formuswithlove.se

WELCOME TO THE GREENHOUSE

Tradition meets innovation on the edge of Lake Vättern in southern Sweden where Uppgrena Naturhus is open for business. The newly converted structure takes its cue from the *Naturhus*, or Nature House, concept developed by Swedish architect Bengt Warne in the 1970s. Uppgrena's ecosystem works on a closed loop, recycling its own wastewater for greenhouse growing year-round, and functions as a spa, café, and conference centre. This is just one of many innovative designs by Gothenburg studio Tailor Made Arkitekter in collaboration with Swedish consulting group Greenhouse Living.

A big idea that leaves behind a small carbon footprint.

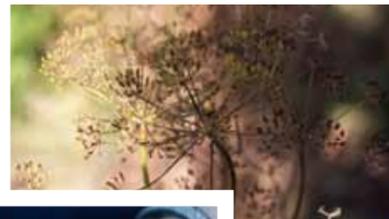
Uppgrena Naturhus, Uppgrena Gästgivaregård 3, 563 20 Gränna

Uppgrenanaturhus.se

SHARING IS CARING

Bring a bag of dried seeds from your garden and get another in return. Circular economy is taken to a new level with the brand new Danish concept of seed-swapping launched last year by local grassroots *Frosamerne* (Danish Seed Gatherers) and *Landforeningen Praktisk Økologi* (The Danish Association for Practical Ecology). The monthly events take place all over the country at parking lots, in parks, and in private gardens, and have become quite an attraction for young urban farmers as well as botanical nerds looking for rare plant species. Get your seeds together and go there (or plan your own swapping event with the help of the founders and their open-source concept) to celebrate the generosity of nature – and of your fellow gardener!

Froepopup.dk



LOCAL INTELLIGENCE

The small Danish island Bornholm has in recent years been living proof that outlying districts of Denmark not always – as local media often claim – are threatened by brain drain and decreasing growth. Most recently the island's gourmet restaurant Kadeau has been awarded a Michelin star, and the annual political public meeting, called *Folkemødet*, gathers media, opinion formers, and plenty of representatives from the political establishment for a festival-like event, which has placed Bornholm on the map in earnest. And now this rocky island, located just south of Sweden in the Baltic Sea, has got yet another attraction: *Den Danske Keramikfabrik* (The Danish Ceramics Factory). In an effort to preserve and refine the craft and bring part of the production home from factories in Asia, a group of ceramicists has established production facilities where everything is gathered under one roof, from prototypes to finished products. Sustainability is also part of the equation: much of the energy comes from windmills, and the goal is that the entire island society will run purely on renewable energy by 2025.

Dendanskekeramikfabrik.dk



Norwegian Food Studio is part of a growing number of Nordic food and farming communities reimagining and recasting the social aspects of eating. Four times a year they bring guests with backpacks and sensible footwear out into the wild to forage and gather ingredients for a meal, which they will then prepare together. The field trips are part of a programme called Get Away, which is a lesson, a conversation, and most importantly an act of sharing knowledge not readily found elsewhere. There – and in the Food Studio supper club in general – focus is on sustainable and local produce and the stories behind what we eat, replete with secret locations, strangers, and an air of adventure.

Foodstudio.no

TAKE A HIKE!

PORRIDGE TO THE PEOPLE

Porridge is only for babies and old-age pensioners with weak stomachs and dubious teeth. That was the predominant prejudice when Danish Lasse Skjønning Andersen opened his first porridge bar modelled on British equivalents in the Nørrebro neighbourhood in Copenhagen. His mission was simple: to reinvent porridge as a popular dish and show his compatriots that the sticky substance can be a healthy, delicious, and varied meal. Historically porridge has constituted a central element in Scandinavian cuisine, and before Northerners began eating bread, the standard fare was porridge with lots of nuts, herbs, and berries. Later it became food for the poor – farmers and workers – as well as the first meal for babies and the last for the very old. Today Lasse Skjønning Andersen's porridge bar has grown into a chain of several shops throughout Copenhagen, a cookbook, sale of instant porridge to kiosks and supermarkets – and not least a group of fans who cannot get enough of his spelt porridge with liquorice sugar and his modern take on the Danish classic dish (and tongue-twister) *rodgrød med fløde* (strawberry porridge with cream).

Grød, Jægersborggade 50, 2200 Copenhagen N

Groed.com



GOING ONCE, GOING TWICE

Subversion of the status quo (in this case, mass production), exploring the possibilities afforded from working on a smaller scale, and closing the gap between artists and buyers are among the highlights of the mission statement of the Ornsberg Auction, now in its fifth year. Every February since 2012 this artist-run auction house hosts its annual exhibition and auction, a simple, scaled-down event where designers and buyers can meet and art is sold within a transparent price structure. Thirty studio artists are chosen to participate based on their body of work (rather than based on a single object), and many of the items up for auction are originals created specifically for the event. Two that fetched some of the highest sums at the 2016 auction were Frida Fjellman's *Moldblown Glass* and *Into the Woods* by Ludvig Löfgren.

Ornsbergsauktionen.se